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CENTRAL ASIAN REPUBLICS

FIRST PERSON Business Courses Put to Good Use

Young woman applies knowledge to family's small honey business



Nadezhda Dzhumamuradova credits economics and business classes for giving her the knowledge that has made her confident and motivated.

“Acquired knowledge helps me and my family to successfully work and develop business,” said Nadezhda Dzhumamuradova.

Nadezhda Dzhumamuradova is an administrator and accountant at Centorium, a successful, small business the young woman's family established in 2004 that produces and sells products made of honey. In addition to regular entrepreneurial activities, Centorium organizes trade fairs for Turkmenistan honey producers and sellers. Nadezhda has initiated and organized these fairs, which involve farmers and small businesses from all over the country.

Nadezhda says she owes her business and organizing skills to USAID-funded Junior Achievement programs. She became acquainted with the programs when she studied at the School of Economics and Business. After school, she also attended economics courses at the Keyik Okara education center, which specializes in vocational training courses for underserved youth in Turkmenistan.

In 2006, Nadezhda continued to expand her understanding at an international economics summer camp in Tajikistan. There, she exchanged knowledge and experiences with high school students and volunteers from all over Central Asia via practical games and classes.

Now Nadezhda works as a volunteer at the Keyik Okara center. Along with other Junior Achievement alumni, she also helps to organize fairs featuring student-run companies, and serves as a mentor to the participating companies.

She said she has been happy to have had the opportunity to study these programs. “Acquired knowledge helps my family and me to successfully work and develop our business. In addition, the skills gained helped me to become more active, motivated, and confident... I want to continue studying economics and business and share my knowledge with other kids at the Keyik Okara center,” she said.